



September 11th National Day of Service and Remembrance

August 2017





Welcome and Overview



Grantees



- American Legion Auxiliary
- My Good Deed (911Day.org)
- Points of Light
- Youth Service America (YSA)

Offices of External Affairs and Government Relations

Rhonda Taylor | Director, Partnerships &
Program Engagement

Sam Warfield and Mary Love | CNCS Press Team

David Sherman, Chris Suriano, Matt Guinan &
Julie LePage | CNCS Digital Team

Megan Blanco | CNCS Government Relations





Press Resources

Sam Warfield, Press Secretary

Mary Love, Public Affairs Specialist



Press Resources



A Few Tips for Engaging Press:

- Submit events to community calendars a few weeks in advance
- Identify/leverage relationships you may already have with reporters or public figures
- Send a media advisory multiple times prior to your event
- Sent press release after event – be sure to follow up!

Press Resources



What you can expect from us:

- National Press Release
- Monitor coverage of the day
- Talking Points
- Template Media Advisory
- Template Press Release

Any questions: pressoffice@cns.gov



Digital Media

David Sherman, Drupal Developer and Web Designer

Chris Suriano, Social Media Specialist

Matt Guinan, Multimedia Specialist

Julie LePage, Multimedia Specialist





About CNCS

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Social Media



What you can expect from us:

- Social Media Toolkit
- Hashtags: #911Day
- Questions: SocialMedia@cns.gov

Branding and Photos

- Post on social media with our hashtags and we'll share your photos on our accounts.
- Share your photos on your Facebook, Flickr, Instagram and/or Twitter accounts.
- Be sure to tag your photos with either #911Day,
- Provide a detailed caption that includes the names of the individuals in the photo, where the photo is taken and a description of their service.
- **Please send photos to either sept11@cns.gov**





Registering Projects

Rhonda Taylor, Director, Partnerships & Program Engagement



Registering Projects

- Register your projects at NationalService.gov/911Day.
- Make sure to tag your projects
- Please register your projects by August 14 or as soon as possible after that date.
- Once you register a project please email either Sept11@cns.gov



Elected Official Engagement

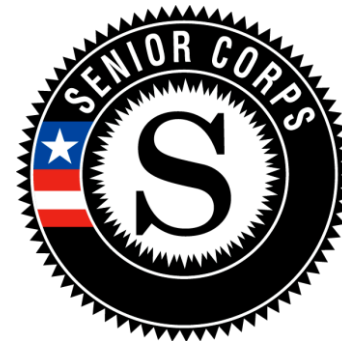
Megan Blanco, Senior Legislative Assistant





75,000 members

25,000 sites



270,000 volunteers

35,000 sites

Volunteer Generation Fund

17 states

National Days of Service

Role of policy makers



- CNCS' activities, including the National Days of Service grant competition, must adhere to the governing laws put in place by Congress
- Policy makers have a large platform to amplify the great work that national service is doing on the ground
- Policy makers introduce and pass measures (legislation, EO, proclamations, etc) that impact national service

Ways Elected Official Involvement Can Help You

There are many benefits:

- Unites the country and provides opportunities to improve community
- Energizes your volunteers
- Showcases your organization's impact to elected officials, community leaders, and the media
- Educates the public about your work and informs the decisions of policy makers
- Leads to programming opportunities, an increase in volunteer interest, partnership opportunities and more
- Helps them help their constituents
- Creates a collaborative network of thought leaders able to bring a unique approach to tackling pressing community challenges

Elected & Appointed Officials to Consider

- U.S. Senators
- U.S. Representatives
- Governors/Commissions
- Lt. Governors
- State Legislators
- County/Parish officials
- Mayors
- State Cabinet officials
- Tribal Leaders
- City Council Members
- School Board Members



Find your Elected Officials

- U.S. House of Representatives: www.house.gov



- U.S. Senate:
<http://www.senate.gov/senators/contact/>
- Mayors:
<http://www.usmayors.org/meetmayors/mayorsatglance.asp>

Who are your partners in the field?



- Other CNCS grantees (AmeriCorps and Senior Corps)
- CNCS State Office
- State Service Commissions
- CNCS Office of Government Relations
- State, City, & County Associations
- Your Board of Directors

Ways to elected officials engage with their constituents

- Attend an event/service project
- Staff representation
- Proclamation
- Keynote remarks
- Video greeting
- Congratulatory letter
- Quotes for a press release
- Social media

For Example



John McCain ✓
@SenJohnMcCain

Follow

Thanks for all you do for the next generation of American leaders!



Wendy Spencer @WendyCNCS

Great to meet w/@SenJohnMcCain! Thx for your leadership to expand @AmeriCorps & @NationalService.

RETWEETS
45

LIKES
59



Shelley Moore Capito ✓ @SenCapito · Jun 8

I'll be on @Talkradiowrnr this AM to discuss new @AmeriCorps funding, #ParisAgreement & more. Listen @ 9 if you can!



Talk Radio WRNR | Sports - Talk - News | Martinsbu..

Since 1976, Talk Radio WRNR has been a leading source of information and support to the community. It is the only locally owned and operated radio station in t...

talkradiowrnr.com



Chris Sununu ✓
@GovChrisSununu

Follow

An honor to join @VolunteerNH at the Governor's Conference on Volunteerism, celebrating organizations & individuals who help make NH great.

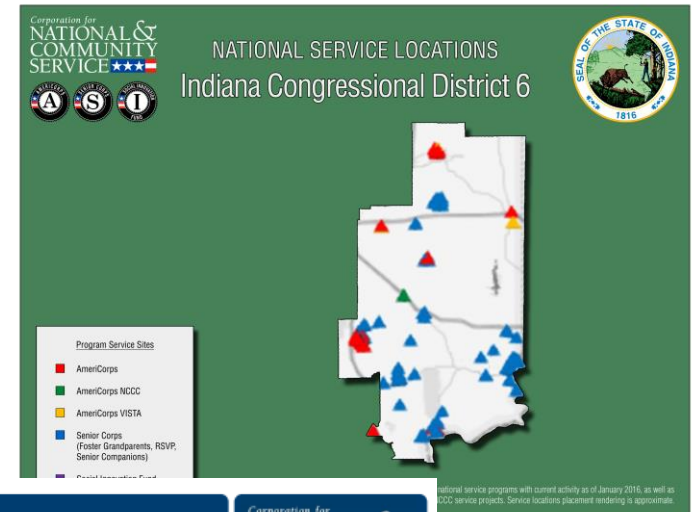


Retweets
13

Likes
37



Resources At Your Fingertips



Maryland At a Glance

	Projects	Service Locations	Participants ¹	Education Scholarships ²	Program Funding
AmeriCorps					
AmeriCorps Affiliates	2	22	516	\$2,435,147	-
AmeriCorps National	34	161	494	\$3,842,664	\$2,556,595 ³
AmeriCorps NCCC Campus	-	-	160	\$930,400	\$4,808,196 ⁴
AmeriCorps NCCC In-State Projects	1	1	6	-	-
AmeriCorps State Competitive	5	154	464	\$2,312,201	\$1,856,917
AmeriCorps State Formula	14	102	435	\$1,217,950	\$2,510,850
AmeriCorps VISTA	8	70	88	\$509,320	\$1,357,928
AMERICORPS TOTAL (Current Projects Only)	64	510	2,163	\$11,247,682	\$13,090,486
Senior Corps					
Foster Grandparent Program	4	111	362	-	\$1,144,311
RSVP	11	433	5,042	-	\$780,970
Senior Companion Program	2	31	196	-	\$591,735
SENIOR CORPS TOTAL (Current Projects Only)	17	575	5,600	-	\$2,517,016
Social Innovation Fund					
Intermediary Grantmakers	2	-	-	-	\$1,500,000

Questions?



**Please feel free to call or email with any questions.
We look forward to working with you!**

Megan Blanco
Senior Legislative Assistant
Office of Government Relations
202-606-6622
mblanco@cns.gov

Upcoming



- Office hours....August 29 and September 5, 1 – 2 Eastern time.
- All website updates by Wednesday, August 16
- Sharing your project lists with our partners in State Service Commissions and CNCS State Offices
- Register your projects so others will be inspired by them



Grantee Resources Questions? What do you need?